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Modified PTO/SB/17 (01-03)
Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

FEE TRANSMITTAL for FY 2006

Effective 12/08/2004. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 180.00)

Complete if Known

Application Number	10/674,888
Filing Date	September 30, 2003
First Named Inventor	Jeremy BEM
Examiner Name	Tri V. Nguyen
Art Unit	1751
Attorney Docket No.	Google-57 (GP-151-00-US)

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit Account Number: 50-1049
Deposit Account Name: Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) due in connection with the filing submitted herewith

☐ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity	Small Entity	Fee Description	Fee Paid
Fee (\$)	Fee (\$)		
1000	500	Utility fee	
430	215	Design fee	
660	330	Plant fee	
1400	700	Reissue fee	
200	100	Provisional fee	
SUBTOTAL (1)			(\$ 00.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Extra Claims Fee from below Fee Paid

Total Claims 83 -83** = 0 X \$200.00 =

Independent Claims 10 -11* = 0 X \$50.00 =

Multiple Dependent = 00.00

Large Entity	Small Entity	Fee Description
Fee Code (\$)	Fee Code (\$)	
1202 50	2202 25	Claims in excess of 20
1201 200	2201 100	Independent claims in excess of 3
1203 360	2203 180	Multiple dependent claim, if not paid
1204 200	2204 100	**Reissue independent claims over original patent
1205 50	2205 25	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ 00.00)

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code (\$)	Fee Code (\$)	Fee Description	Fee Paid
1051 130	2051 65			Surcharge - late filing fee or oath	
1052 50	2052 25			Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130			Non-English specification	
1812 2,520	1812 2,520			For filing a request for ex parte reexamination	
1804 920*	1804 920*			Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*			Requesting publication of SIR after Examiner action	
1251 120	2251 60			Extension for reply within first month	
1252 450	2252 225			Extension for reply within second month	
1253 1,020	2253 510			Extension for reply within third month	
1254 1,590	2254 795			Extension for reply within fourth month	
1255 2,160	2255 1,080			Extension for reply within fifth month	
1401 500	2401 250			Notice of Appeal	
1402 500	2402 250			Filing a brief in support of an appeal	
1403 1,000	2403 500			Request for oral hearing	
1451 1,510	1451 1,510			Petition to institute a public use proceeding	
1452 500	2452 250			Petition to revive - unavoidable	
1453 1,500	2453 750			Petition to revive - unintentional	
1501 1,400	2501 700			Utility issue fee (or reissue)	
1502 800	2502 400			Design issue fee	
1503 1,100	2503 550			Plant issue fee	
Petitions to the Commissioner - check fee sheet					
1807 50	1807 50			Processing fee under 37 CFR 1.17(c)	\$180.00
1806 180	1806 180			Submission of Information Disclosure Stmt	
8021 40	8021 40			Recording each patent assignment per property (times number of properties)	
1809 790	2809 395			Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 395			For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 395			Request for Continued Examination (RCE)	
1802 900	1802 900			Request for expedited examination of a design application	
Other fee (specify)					
* Reduced by Basic Filing Fee Paid					
SUBTOTAL (3)					(\$ 180.00)

SUBMITTED BY:

(Complete if applicable)

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 542-9070
Signature		Date	September 13, 2006		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-57 (GP-151-00-US)

Applicant: Jeremy BEM

Serial No.: 10/674,888

Filing Date: September 30, 2003

Title: INCREASING A NUMBER OF RELEVANT ADVERTISEMENTS USING A
RELAXED MATCH

Examiner: Tri V. Nguyen

Group Art Unit: 1751

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

SUBMISSION OF INFORMATION DISCLOSURE STATEMENT
UNDER 37 CFR 1.97(c)(2)

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

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180.00 OP


The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

This Information Disclosure Statement is being submitted more than three (3) months after the filing date of the application and following the issuance of an Office Action, but before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution.

A check including the \$180.00 fee to obtain consideration of this Information Disclosure Statement is enclosed. If the check is insufficient or omitted, the fee for the Information Disclosure Statement is authorized to be charged to the deposit account of Straub & Pokotylo, deposit account number 50-1049. A fee transmittal letter is submitted herewith to facilitate charging of the fee.

Respectfully submitted,

September 13, 2006



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STRAUB & POKOTYLO
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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **September 13, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

John C. Pokotylo
John C. Pokotylo

36,242
Reg. No.

[illegible][illegible]

Examiner Signature		Date Considered	
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1 Unique citation designation number. 2 See attached kinds of U.S. Patent Documents. 3 Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16, if possible. 6 Applicant is to place a check mark here if English language translation is attached.
(modified PTO/SB/08A)

U.S. Department of Commerce Patent and Trademark Office		<i>Complete if Known</i>	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>		Application Number: 10/674,888 Filing Date: September 30, 2003 First Named Inventor: Jeremy Bem Group Art Unit: 1751 Examiner Name: Tri V. Nguyen	
Sheet	2	of	2
		Attorney Docket No.: Google-57 (GP-151-00-US)	

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
	AT	U.S. Patent Application Serial No. 10/713,964, titled "USING MATCH CONFIDENCE TO ADJUST A PERFORMANCE THRESHOLD", filed on November 14, 2003, and listing Jeremy Bem as the inventor	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.